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CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

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- RESALE'S IMPORTANCE
- TRUCK OPERATING COSTS
- INDUSTRY ASSOCIATIONS
- AALA REPORT

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CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

BOBIT PUBLISHING

APRIL 1988
VOL. 27, NO. 6

Influencing the management of 4,720,000 cars and 2,000,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

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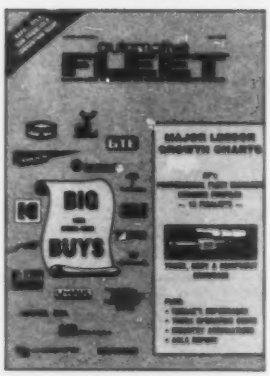

On the cover: Who made the big fleet buys for the 1988-model year? Corporations that made major acquisitions are presented beginning on page 29.

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The following charts chronicle the significant milestones and historical fleet growth of eleven vehicle lessors. Also, you'll find a time line charting key facts and events in the ever-changing vehicle leasing industry.

Milestones in the Vehicle Leasing Industry

ASSOCIATES LEASING, INC.

CAR AND TRUCK FINANCE AND NET LEASING, PROCUREMENT, AND DISPOSAL PROGRAMS; FLEET MANAGEMENT AND OPERATING COST CONTROL PROGRAMS.

A GULF + WESTERN COMPANY

John Kines, Exec. Vice Pres.

ALI founded 1978

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1988	43,000*	10 year anniversary of company's founding.
1987	40,600	ALI acquires Fruehauf Finance Co., Detroit, MI in May 1987.
1985		ALI acquires Vandenberg Leasing, Grand Rapids, MI in Sept. 1985.
1984		ALI acquires Kayser Leasing, Madison, WI in Aug. 1984.
1981	9,100	Dobbs Fleet Leasing in Memphis, TN acquired by ALI in Nov. 1981.
1978	1,000	ALI established April 1978.

*Estimate as of April 1988.

AUTOMOTIVE RENTALS, INC.

CAR AND TRUCK FINANCE, NET MAINTENANCE LEASING, PURCHASE AND DISPOSAL PROGRAMS, EQUIPMENT LEASING, FLEET MANAGEMENT, MAINTENANCE CONTROL SYSTEMS, AND TRUCK BODY & EQUIPMENT DIVISION

Michael Laporta, President

ARI founded 1948.

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1988	70,500	Customer on-line access sysem launched in 1983.
1983	53,000	Acquired McLarty Leasing, 5,000 vehicles in Nov. 1983. On-line Maintenance Management Control system introduced in 1982.
1978	29,000	Acquired Interlease Corp., 7,000 vehicles in Jan. 1980.
1973	28,500	Southeast sales district office opened in 1975.
1968	24,000	First mainframe computer installed in 1968.
1963	13,500	Acquires first franchise offered by Ford Authorized Leasing System in 1958.
1958	5,400	ARI becomes charter member of AALA in 1955.
1948	—	Company founded.

DONLEN

FLEET LEASING AND MANAGEMENT, INFORMATION MANAGEMENT, VEHICLE MAINTENANCE MANAGEMENT, AND INDIVIDUAL LEASING.

Donlen founded 1965

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	30,000	
1985	24,000	
1980	13,000	
1975	8,000	
1970	5,000	
1965	1,000	Company founded by Donald Rappeport and Leonard Vine.

Donald Rappeport, Chairman and Chief Executive Officer

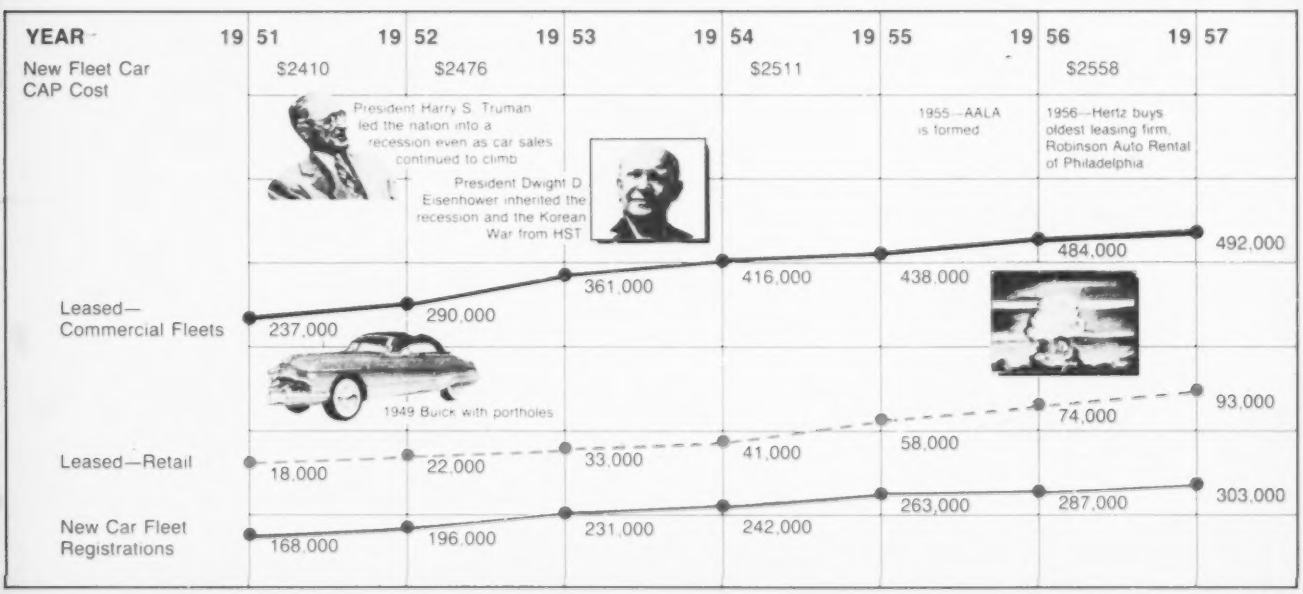
ENTERPRISE LEASING CO.

CAR AND TRUCK LEASING AND DAILY RENTAL

Enterprise founded 1957

Year	No. of Vehicles Lease	Rental	Acquisitions/Ownership Changes or Milestones
1987	22,033	42,794	Enterprise opens 250th branch office.
1982	13,305	11,034	Opens 100th branch office in 1983.
1977	8,386	2,317	Acquires AirCar Rental in Southern Calif. in 1980.
1972	6,567	659	Jack Taylor acquires controlling interest in company in 1971. Opened first out-of-town office in Atlanta in 1969.
1967	3,875	153	Enterprise enters car-rental business in 1961.
1961	1,526	14	Opened first branch office in South St. Louis in 1961.
1957	17	—	Company founded in St. Louis.

Andrew Taylor, President



(continued on page 44.)

GE CAPITAL FLEET SERVICES

(Company formed through consolidation of Kerr Leasing, D&K Financial, and Gelco Fleet Management Services portfolios.)

LEASING AND MANAGEMENT SERVICES

GE Capital Fleet Services formed 1987

Jim Rogers, President, General Manager

GELCO Fleet Management Services

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	420,000	Purchased by GE Credit Corp., Dec. 17, 1987. Combined portfolios of D&K Financial & Kerr Leasing.
1982	246,000	
1977	*	Went public — Listed on NY Stock Exchange, 1977.
1972	*	Acquired Valley Leasing Co. Acquired Feld Leasing Co., 1974. Name changed to Gelco Corporation, 1972. Acquired Lease Plan, Inc., 1972.
1967	*	Acquired Selig Leasing Co., 1971 Acquired Interstate Fleet Corp., 1971 Acquired Interstate Vehicle Management, 1968
1962	*	
1957	*	General Leasing Co. established.

*Fleet totals unavailable.

D&K FINANCIAL

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	150,000	D&K acquired by GECC, 1987.
1986	over 100,000	Named changed to D&K Financial Corp. (split of Dart & Kraft), 1986. Acquired Leaseway Fleet Mgmt. Corp., 1985
1982	50,000	Acquired Gambles C&M Leasing; Dart & Kraft Financial Corp. is created, 1982
1978	13,000	Dart Industries forms internal vehicle leasing subsidiary - Dart Leasing, 1978.

KERR LEASING

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	20,000	Kerr Leasing & Fleet Services Co. purchased by General Electric Credit Corp. in 1984.
1981	12,000	
1976	3,000	Name changed to Kerr Leasing & Fleet Services Co. in 1980. Kerr Leasing, Inc. established in 1971.

LEND LEASE CARS, INC.

(Company formed from CFR Leasing and Lend Lease Car merger.)

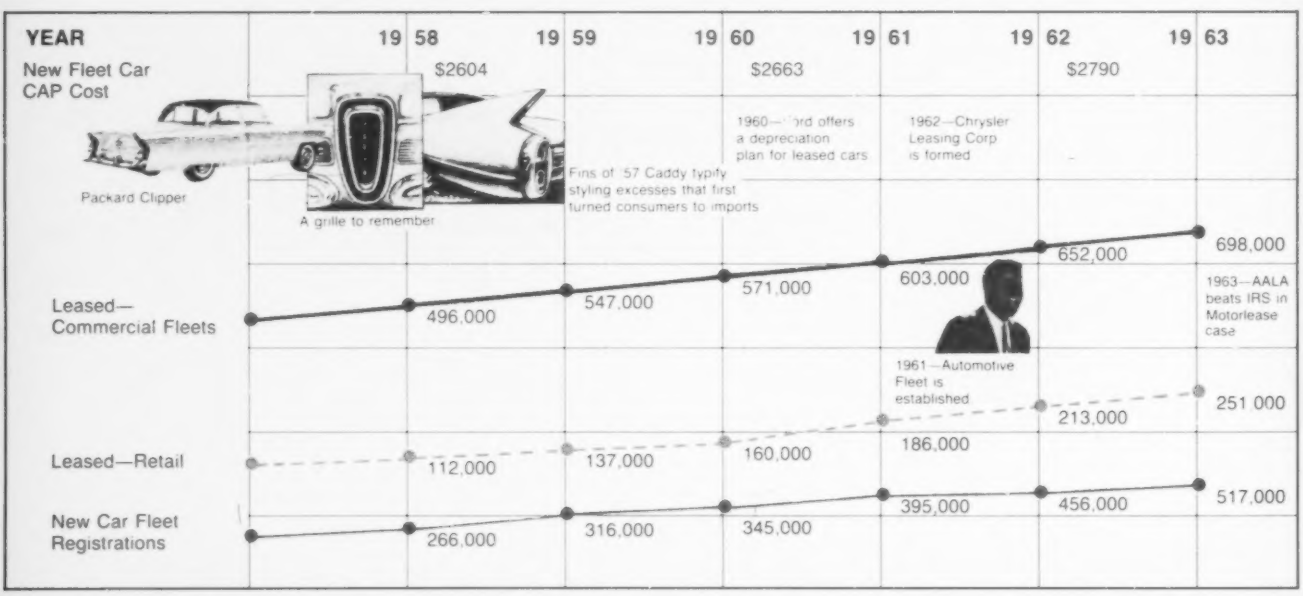
VEHICLE LEASING AND FLEET MANAGEMENT SERVICES THROUGHOUT U.S. AND CANADA. OPEN-END, CLOSED-END, MAINTENANCE MANAGEMENT, INSURANCE, TBA NATIONAL ACCOUNT, FUEL CREDIT CARDS.

Bruce Hinlein, President, Chief Exec. Officer

Lend Lease founded 1946
CFR founded 1950

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	13,000 (CFR) 58,000 (Lend Lease)	CFR purchases Lend Lease Cars from National Car Rental Systems.
1986	11,000 (CFR)	CFR moves headquarters to 36,000-sq. ft. office building situated on 36-acre site in New Castle, DE.
1985	52,000 (Lend Lease)	
1980	9,000 (CFR) 28,000 (Lend Lease)	Chestnut Fleet Rentals (CFR) acquires Rollin Auto Leasing.
1979	24,000 (Lend Lease)	Lend Lease consolidates all vehicle leasing under the name Lend Lease.
1977	16,000 (Lend Lease)	Lend Lease established Canadian subsidiary Lend Lease, LTD.
1969	*	National Car Rental, parent company of Lend Lease, purchased by Household Finance.
1968	*	
1965	*	
1960	*	
1955	*	
1950	*	

*Fleet totals unavailable.



LMV LEASING, INC. LMV LEASING, INC.

ACQUIRES, FINANCES, MANAGES, AND SELLS VEHICLES FOR BUSINESS CLIENTS NATIONWIDE

John McKean, Chairman

LMV Leasing founded 1952

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	38,000	Custom Leasing program for individuals marketed nationwide in 1987. CostMaster maintenance management system developed in 1986. First regional office opened in 1985.
1982	7,500	Acquired by Xerox Credit Corp. in Dec. 1983.
1977	5,200	Headquarters moved to new industrial park in 1977.
1972	4,400	Name changed to LMV Leasing, Inc. in 1972.
1967	3,600	John McKean named president in 1967.
1962	2,900	Fleet maintenance management system implemented in 1962.
1957	2,100	
1952	1,500	Company founded as Lease Motor Vehicles in Pittsburgh, starting as a fleet leasing subsidiary of McKean automobile dealerships.

McCULLAGH LEASING

An affiliate of BancNewEngland Leasing Group McCULLAGH

AUTOMOBILE AND TRUCK LEASING, FLEET MANAGEMENT SERVICES

Jim Culotta, President

McCullagh Leasing founded 1949

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1988	80,000	Bank of New England acquires McCullagh in 1987. CDC divests Commercial Credit-McCuliagh in 1986.

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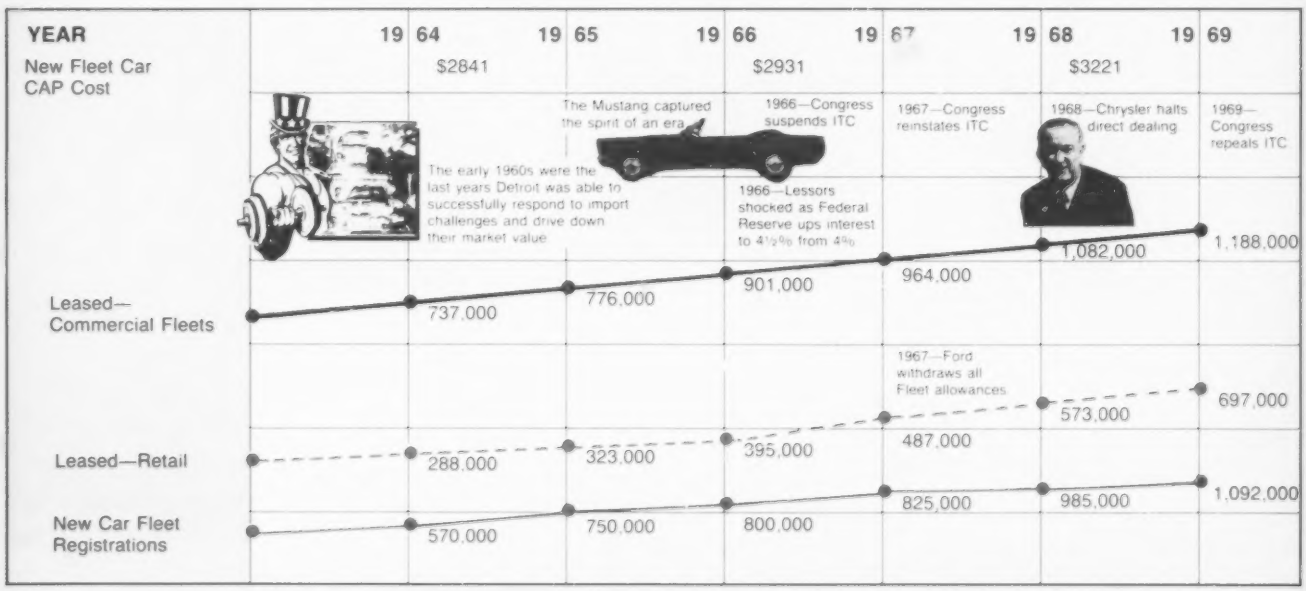


LEASING

(continued from page 45.)

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1984	67,000	
1979	60,000	McCullagh launches MCL Rent-a-Car in 1980. McCullagh acquires American Truck and Auto Leasing in 1978.
1974	50,000	McCullagh acquires Public Service Fleets in 1976.
1969	42,000	CC/McCullagh acquired by Control Data Corp. in 1968.
1964	30,000	McCullagh acquired by Commercial Credit Co. in 1967.
1959	24,000	
1954	6,000	
1949	100*	Founded in Detroit.

*Estimated fleet total.

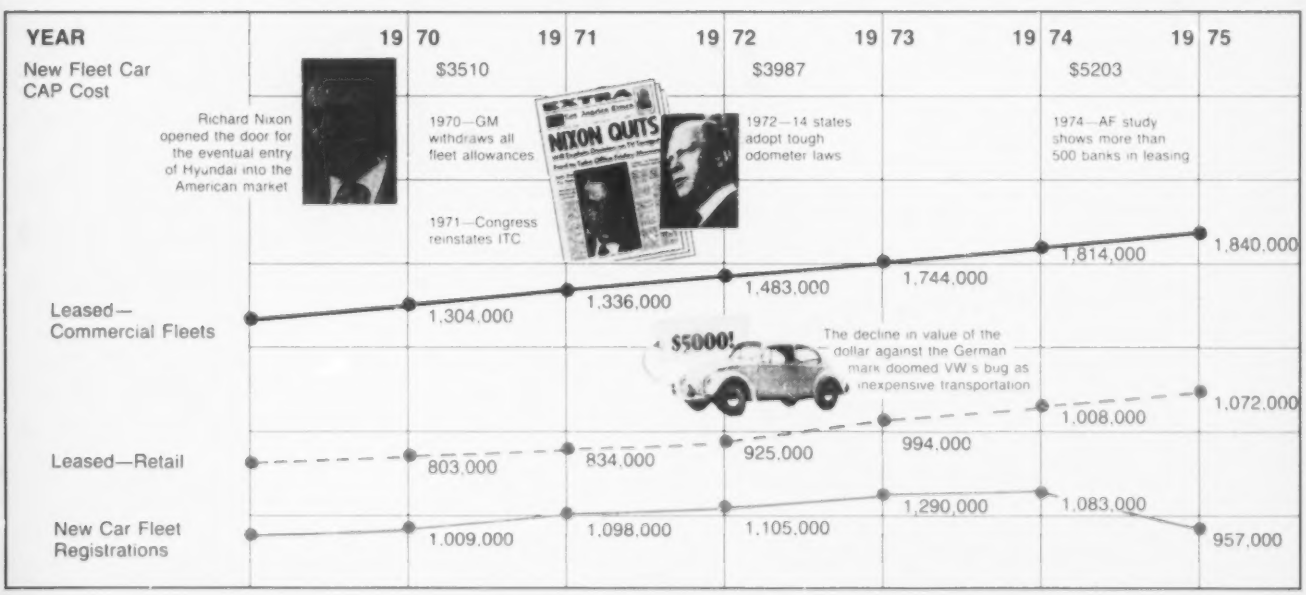
PETERSON, HOWELL & HEATHER, INC.

CAR AND TRUCK FLEET MANAGEMENT, VEHICLE LEASING, EQUIPMENT LEASING, VEHICLE EXPENSE MANAGEMENT, AUTOMOTIVE SERVICES, AND MAINTENANCE CONTROL

Phil Taff, President

PH&H founded 1946

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1988	290,000	Acquired Avis Car Leasing, Oct. 1986.
1985	243,000	Developed commercial paper Flex program in 1981.
1980	188,000	Set up employee lease/buy used-vehicle program in 1980.
1975	approx. 155,000	Set up first computer direct ordering program in 1981. Maintenance Control program begun in 1985.
1970	130,000	
1965	91,000	Equipment leasing added in 1962.
1960	57,000	Vehicle Expense Control Program begun in 1961.
1955	23,000	Began Statistical/Reporting Program in 1954.
1950	3,800	Tire purchase program inaugurated in 1953.
1946	130	Company founded by Dwayne Peterson, Harley Howell, and Richard Heather in Baltimore, MD.



UNITED STATES FLEET LEASING, INC.

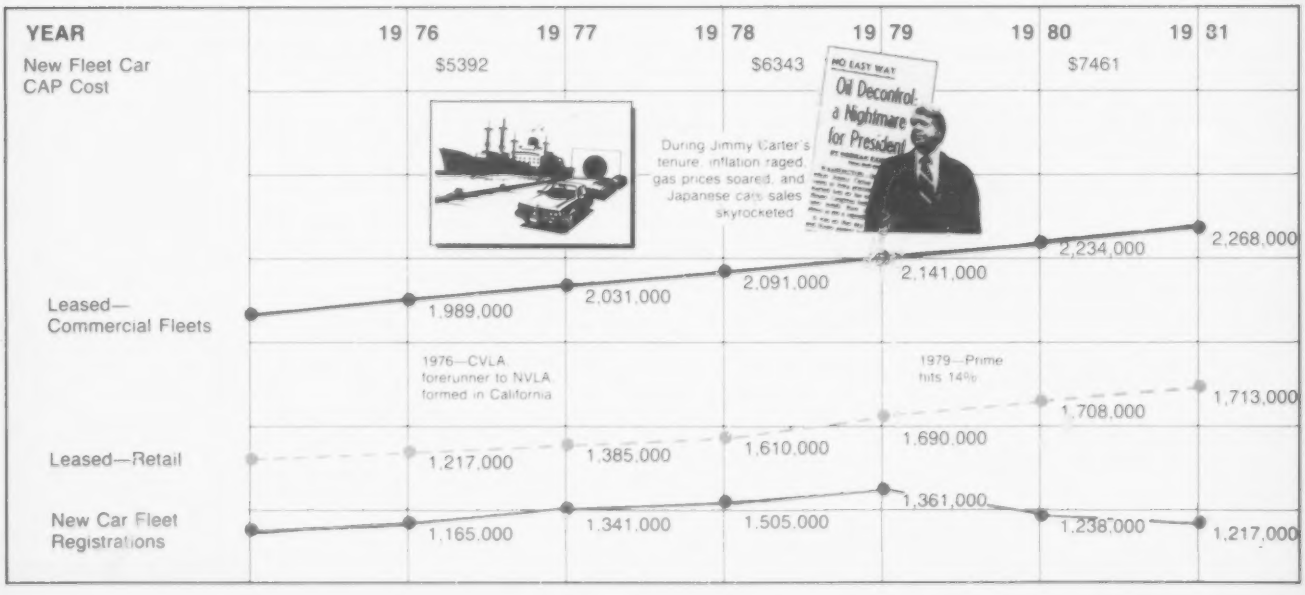
United States Fleet Leasing, Inc.

OPEN- AND CLOSED-END LEASING, GUARANTEED MAINTENANCE AND FLEET MANAGEMENT SERVICES.

USFL founded 1964

Henk Bosman, President

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1987	60,000	USLI, parent company of USFL, acquired by Ford Motor Co.
1984	46,000	Acquired Hertz Car Leasing in 1986.
		USFL acquires Hertz Vehicle Management Corp. in 1983.
1982	33,000	USFL acquires Consolidated Leasing Corp. in 1982. Fleet Investment Corp., Inc. acquired by USFL in 1981.
1979	30,000	Acquired Crocker McAlister Leasing in 1977.
1974	8,000	Name changed to United States Fleet Leasing, Inc. in 1973. Acquired Western Auto Leasing, Inc. in 1973. USFL acquired by United States Leasing International in 1972.
1969	1,800	Minority interest sold in 1969.
1965	385	H. Bosman buys out other shareholders in 1965. H. Bosman founded company as Vehicle Lease and Management Services, Inc. in August 1964.



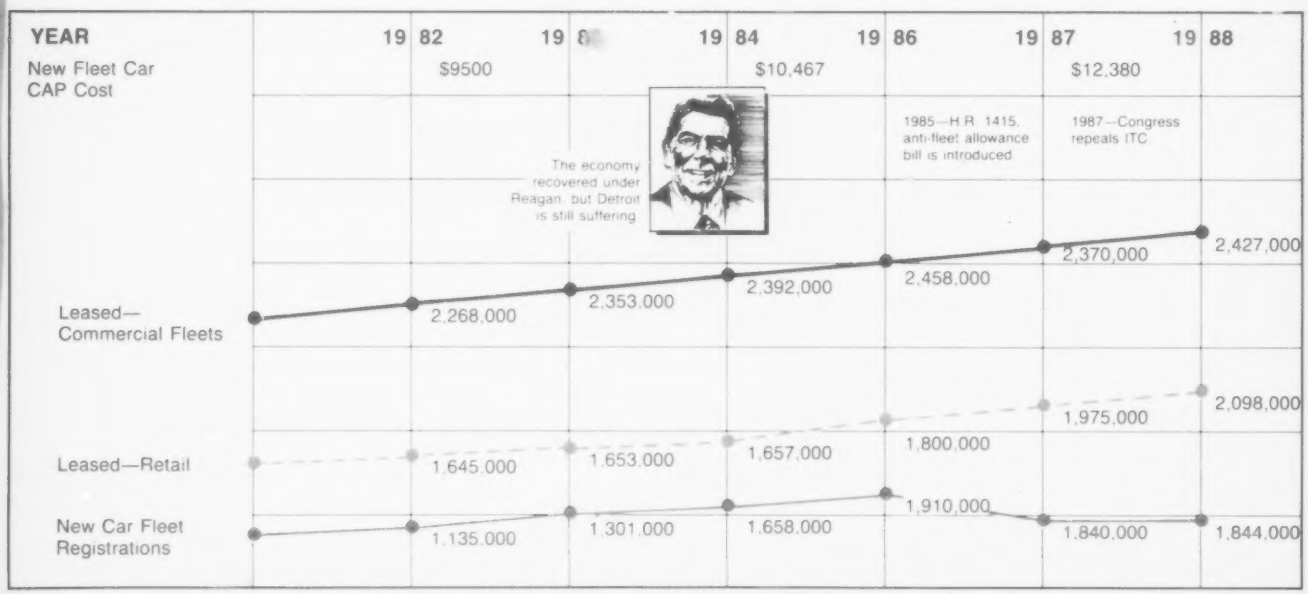
WHEELS,INC.

FLEET MANAGEMENT AND LEASING

Wheels founded 1939

Zollie Frank
Chairman of the Board

Year	No. of Vehicles	Acquisitions/Ownership Changes or Milestones
1988	100,000+	
1984	84,000	Moved to Des Plaines, IL from Western Avenue in Chicago, IL
1979	67,400	Maintenance Management goes "On Line" with introduction of M.A.P. system in 1977.
1974	45,500	Jim Frank named president.
1969	25,400	First version of Maintenance Management option for open-end lease vehicles.
1964	15,600	Jim Frank joins company.
1959	8,100	First mainframe computer system installed.
1954	3,600	The Wheels, Inc. name was added for the new, open-end lease program.
1949	2,000	
1939	5	Zollie Frank and Armund Schoen founded the company under the Four Wheels Co. name, offering closed-end leases.



Cutting fleet maintenance expenses can begin by encouraging drivers to participate in a well-administered car care program, which can reduce downtime, improve safety, and increase resale values while enhancing morale.

Motivating Drivers to Care for Cars

Corporate profitability often depends on a company's fleet maintenance program. Fleet managers can go a long way toward strengthening their control over costs during a vehicle's life cycle by motivating drivers to adhere to a program designed to involve them in maintaining the vehicles they operate. An effective program can result in reduced downtime, safer vehicles, increased profits, and improved residuals. Results of a recent survey define two approaches used by fleet professionals to get drivers to maintain fleet vehicles. One method involves a system of charging drivers for excess abuse to assigned vehicles. The second motivates drivers by allowing them to purchase vehicles at the end of their fleet life cycle.

According to the survey, conducted by Runzheimer International, 45 percent of fleet managers indicated that the option to purchase was "very important" in motivating drivers to care for vehicles, while only 20 percent felt that charging for excess wear and tear was "very important."

Charging for Wear and Tear

While 41 percent of government and law enforcement fleet managers felt that charging for abuse was "very important," only 25 percent of fleet professionals in "manufacture" and "other" categories shared that view. Long life cycles and accountability to taxpayers probably influence government and law enforcement fleet managers' responses. Other respondents practically ignore the option. Almost two-thirds of the fleet managers in the utility and manufacture of industrial goods categories felt that charging for excess wear and tear was not important. Of the fleets that own vehicles, 25 percent are most likely to penalize drivers for vehicle abuses, and even fewer respondents in the leased-only category rate the consideration as "very important." Those responses reflect among leased-fleet managers the concern for resale values, since, under closed-end leases, lessors often charge penalties for vehicles returned in below average condition.

Charging for excess wear and tear presents several advantages to fleet management. It saves the company money, motivates employees to care for vehicles, and encourages employees to follow vehicle maintenance schedules. On the negative side, the practice can result in bad feelings if the charges are disputed. Charging for excess wear and tear requires that fleet managers obtain value estimates of vehicles at disposal time. Here is a four-step procedure:

1. Determine an average resale value for the vehicle, using *AMR*

Motivating Drivers to Maintain Vehicles
(Percent Ranking by Level of Importance)

Method Surveyed	Very Important	Somewhat Important	Not Important
Option to purchase vehicle at end of cycle	45%	20%	35%
Need to carry passengers	27%	52%	21%
Using selector list for options	20%	30%	50%
Using selector list for cars	19%	25%	56%

or *Blue Book* trade-in values, for example;

2. Establish an actual trade-in value for the vehicle;

3. Calculate the difference between resale value and actual trade-in value, and

4. Charge the difference to the driver.

An effective vehicle maintenance program should have built-in ways to motivate drivers to maintain their vehicles. A charge-back program can work in conjunction with an effective preventive maintenance program, which provides for regular vehicle inspection, lubrication service, and parts replacement as needed. To motivate drivers to participate in a preventive maintenance program, advise them of what the program requires of them; provide them with materials and forms that will help them perform under the program; request driver input and evaluation of the program; conduct vehicle inspections regularly, and require inspections performed in the fleet shop at the end of a vehicle lease to help reduce any lessor penalty charges.

Option to Purchase at End of Life Cycle

Nearly half (45 percent) of the fleet professionals responding to the survey indicated that it was "very important" to provide drivers with the option to purchase vehicles at the end of their life cycles as a means of motivating drivers to maintain vehicles.

Among methods used to motivate drivers to care for vehicles, the employee purchase option tops the list. More than nine out of 10 fleet managers employed by manufacturers of consumer products consider the employee purchase option to be "very important." Fleet administrators for drug and cosmetics companies and manufacturers of industrial products also see this method as highly motivating. Only managers of utility and government/law enforcement fleets ranked the option comparatively low. Business classification relates to the types of vehicles selected and their purposes. Vehicles used by sales representatives are generally of a model and type which employees would rather purchase for personal use at the end of the vehicle's life cycle. Since utility and government fleet vehicles are often of a special-purpose type, and have extended life cycles, employees are not as likely to purchase them for personal use.

In addition, government and utility fleets are often operated under well-established, in-house preventive maintenance and repair programs. Commercial fleets, on the other hand, must rely on drivers to meet preventive maintenance schedules. Utility and government fleets tend to be centralized, which allows greater maintenance control over vehicles. Consequently motivating drivers to care for vehicles toward eventual purchase is not as important. Commercial fleets are often dispersed, making maintenance more problematic, meaning that driver motivation is more important.

Fleet managers who want drivers to purchase vehicles at the end of their life cycles should select vehicles that are attractive to drivers at disposal time. Controlling fleet costs depends upon protecting residuals while containing the inevitable depreciation losses. To counter this, fleet managers should develop selector lists of popular, properly-equipped vehicles that will be desirable to drivers. Projected depreciation should be built into a total life cycle cost analysis. An employee purchase program minimizes depreciation losses, but should not be a substitute for a thorough cost analysis.

The survey also revealed the ranking of the purchase option concept on the basis of type of fleet ownership. Managers of totally leased fleets (67 percent) indicated that the option was "very important" in motivating drivers to maintain vehicles. Company-owned and leased fleet and totally company-owned fleet managers found the option not as important. Totally leased fleets tend to be sales intensive. The companies want to stay out of the fleet business, so they employ leasing companies to handle fleet operations. Leasing companies recommend relatively short vehicle replacement cycles (55,000 miles or fewer), vehicle and equipment selections that will enhance resale values, and national account programs for maintenance needs. These factors, coupled with a semi-retail price at disposal time, make the fleet vehicle a "good" buy for a driver.

Ranking Importance of
Charging for Excess Wear and Tear
(Type of Fleet Ownership of Respondents)

Type Of Ownership	Very Important	Somewhat Important	Not Important
Company-owned Only	25%	20%	55%
Leased Only	19%	34%	47%
Leased and Company-owned	17%	23%	60%

However, the buy is only good, if the vehicle has been cared for.

Logically, the company develops a selector list of options and accessories; involves the driver in the vehicle selection process using the selector list; obtains a fleet vehicle through the lessor; provides a maintenance program through the vehicle's life; phases the vehicle out of the fleet after relatively few miles, and offers the vehicle to the driver for purchase. Drivers respond to these policies by taking care of the vehicles.

Driver involvement in the selection process, emphasis on preventive maintenance, and the eventual purchase option go hand-in-hand. Fleet managers of company-owned fleets should also consider employee purchase programs. However, these programs must be weighed against the time, expense, and administrative work vehicle resale requires. Companies that own fleet vehicles must administer all the paperwork associated with the sale of the vehicles. Another negative aspect is that the fleet manager takes on the responsibilities of used-vehicle sales, dealing with financial institutions, outside service technicians, and others. Also, there are legal implications associated with the sale of vehicles to employees. Those involved in vehicle sales must be familiar with laws that vary from state to state. Finally, there is the possibility that drivers may abuse the maintenance requirements by having work done on a vehicle that may not be necessary, because the driver knows he'll eventually be able to purchase the vehicle. This has the potential of driving up fleet maintenance costs.

It's possible that a combination of both charging excess wear and tear to drivers and motivating drivers through purchase options can be used effectively to motivate drivers to maintain vehicles. The benefits of decreased costs and safer, more efficiently run fleets should accrue to fleet professionals who use both these methods. AF

Option to Purchase Vehicle at End of Cycle
(Percent Rankings by Type of Fleet Ownership)

Type Of Ownership	Very Important	Somewhat Important	Not Important
Leased Only	67%	15%	18%
Company-owned and Leased	39%	27%	34%
Company-owned Only	31%	18%	51%

Maintenance: How Much Can Drivers Spend?

When fleet vehicles on the road require servicing or repairs, what is the maximum amount drivers should be allowed to spend before requesting authorization from management?

This is a concern of many fleet managers, especially those whose vehicle fleet is widely dispersed and must rely on a national account program or a local repair facility for service and supply. According to nearly one-fourth of the fleet managers queried during a recent survey, the maximum amount a driver could spend without authorization was between $51 and $75. It is worth noting that the degree of control fleet managers want over their fleets influences the dollar amount they'll allow drivers to spend without authorization. It may be argued that smaller, highly-controlled fleets tend to have greater unauthorized expense limits than larger fleets. However, the survey revealed no appreciable pattern between fleet size and maintenance allowance.

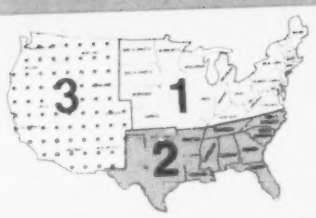
The big question for fleet managers remains: At what amount should a driver seek authorization from management for service or repairs? While there seems to be no established criteria for determining the maximum amount a driver should be allowed to spend without authorization, there are two considerations worth noting as a policy is developed.

First, a lower unauthorized maintenance ceiling, say $50 or less, will provide more control over driver purchases and service operations. But $50 doesn't buy much in the service/repair marketplace. Fleet managers may not want to be bothered by requests for a tire purchase, tuneup, or minor repair. The tradeoff is very tight control over the fleet versus authorization requests for the most basic maintenance functions.

Second, a higher unauthorized maintenance cap, say $100 or more, eliminates the need for drivers to request authorization for tuneups and most minor repairs. That leads to the question: Was that repair necessary, and could that money have been saved by doing something else? For example, a $15 savings per car in a 1,000-car fleet could become a significant cost.

USED CARS

The following are average used car prices for the period ending March 2, 1988. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
86 AMC ALLIANCE			
Sdn 4 Dr L Series	3595	3632	3523
85 AMC ALLIANCE			
Sdn 4 Dr L Series	2774	2800	2718
86 AMC ENCORE			
Sdn 5-Dr S Series	3547	3583	3476
85 AMC ENCORE			
Sdn 5-Dr S Series	2756	2783	2701
86 BUICK SKYHAWK			
Cust Coupe	4953	5003	4854
Cust Sdn	5029	5078	4928
86 BUICK CENTURY			
Cust Sdn	6386	6451	6260
85 BUICK CENTURY			
Cust Sdn	5192	5244	5088
86 BUICK SKYLARK			
Cust Sdn	6416	6480	6288
85 BUICK SKYLARK			
Cust Sdn	3937	3978	3859
86 BUICK SOMERSET REGAL			
Coupe	6473	6536	6343
86 BUICK RIVIERA			
Coupe	10,465	10,569	10,256
85 BUICK RIVIERA			
Coupe	8688	8773	8514
86 BUICK LE SABRE			
Cust Sdn	7931	8010	7774
85 BUICK LE SABRE			
Cust Sdn	6391	6455	6264
86 CADILLAC DE VILLE			
Cpe	12,148	12,269	11,906
Sdn	12,307	12,430	12,063
85 CADILLAC DE VILLE			
Cpe	9396	9490	9208
Sdn	9396	9490	9208
86 CADILLAC SEVILLE			
Sdn	15,080	15,231	14,778
85 CADILLAC SEVILLE			
Sdn	12,926	13,055	12,669
86 CHEVY CHEVETTE			
Htchbk 4 Dr	3213	3243	3149
85 CHEVY CHEVETTE			
Htchbk 4 Dr	2572	2599	2520
86 CHEVY CAMARO			
Cpe	6822	6889	6684
85 CHEVY CAMARO			
Cpe	5714	5772	5601
86 CHEVY CAVALIER			
Sdn	4606	4652	4514
85 CHEVY CAVALIER			
Sdn	3697	3735	3624
86 CHEVY CELEBRITY			
Sdn	5972	6030	5853
85 CHEVY CELEBRITY			
Sdn	4652	4700	4560
86 CHEVY CAPRICE			
Sdn	6454	6518	6324
85 CHEVY CAPRICE			
Sdn	6039	6098	5916
86 CHRYSLER LE BARON			
Cpe	5940	6000	5823
Sdn	5999	6060	5880
85 CHRYSLER LE BARON			
Cpe	4785	4832	4690
Sdn	4815	4866	4720
86 CHRYSLER FIFTH AVENUE			
Sdn	9060	9150	8879
85 CHRYSLER FIFTH AVENUE			
Sdn	7408	7481	7258
86 DODGE OMNI			
Htchbk 4 Dr	3666	3701	3592
85 DODGE OMNI			
Htchbk 4 Dr	2876	2905	2819
86 DODGE ARIES			
Sdn	4576	4622	4482
85 DODGE ARIES			
Sdn	3473	3505	3402
86 DODGE DIPLOMAT			
Sln Sdn	5252	5306	5148
85 DODGE DIPLOMAT			
Sln Sdn	4075	4113	3991
86 DODGE LANCER			
Sdn	5512	5973	5795
86 DODGE 600			
Sdn	5655	5711	5541
85 DODGE 600			
Sdn	4326	4369	4240
86 FORD ESCORT			
Htchbk 4 Dr L Series	3831	3872	3755
85 FORD ESCORT			
Htchbk 4 Dr L Series	3028	3057	2967
86 FORD MUSTANG			
LX-4 Cpe	5499	5554	5388
85 FORD MUSTANG			
LX-4 Cpe	4497	4542	4409
86 FORD TAURUS			
GL Sdn 4 Dr	7491	7569	7344
86 FORD TEMPO			
GL Sdn 4 Dr	4800	4849	4705
85 FORD TEMPO			
GL Sdn 4 Dr	3751	3789	3677
86 FORD LTD			
Sdn	5004	5053	4902
85 FORD LTD			
Sdn	3917	3956	3837
86 FORD CROWN VIC			
Sdn	8547	8633	8377
85 FORD CROWN VIC			
Sdn	6966	7066	6856
86 FORD THUNDERBIRD			
Cpe	7267	7340	7124
85 FORD THUNDERBIRD			
Cpe	5996	6056	5874
86 LINCOLN CONTINENTAL			
Sdn	14,218	14,362	13,934
Town Car Sdn	12,947	13,076	12,687
Mark VII Cpe	13,862	13,999	13,585
85 LINCOLN CONTINENTAL			
Sdn	11,684	11,800	11,451
Town Car Sdn	10,551	10,656	10,340
Mark VII Cpe	11,445	11,559	11,215
86 MERCURY LYNX			
L Htchbk 4 Dr	3872	3911	3794
85 MERCURY LYNX			
L Htchbk 4 Dr	3056	3088	2996
86 MERCURY COUGAR			
Cpe LS	8085	8167	7924
85 MERCURY COUGAR			
Cpe LS	6636	6702	6503
86 MERCURY TOPAZ			
GS Sdn 4 Dr	4974	5024	4875
85 MERCURY TOPAZ			
GS Sdn 4 Dr	3874	3912	3797
86 MERCURY MARQUIS			
Sdn	5096	5147	4995
85 MERCURY MARQUIS			
Sdn	3969	4011	3890
86 MERCURY GRAND MARQUIS			
Sdn	9096	9188	8914
85 MERCURY GRAND MARQUIS			
Sdn	7430	7505	7280
86 OLDS FIRENZA			
Sdn	5029	5078	4928
85 OLDS FIRENZA			
Sdn	3956	3994	3877
86 OLDS CIERA			
L Coupe	6317	6382	6192
L Sdn	6394	6457	6267
85 OLDS CIERA			
LS Cpe	5122	5173	5020
LS Sdn	5187	5239	5083
86 OLDS CALAIS			
Sdn	6440	6504	6312
86 OLDS CUTLASS SUPREME			
Cpe	7043	7113	6900
Sdn	6862	6931	6726
85 OLDS CUTLASS SUPREME			
Sdn	5661	5716	5546
86 OLDS DELTA 88			
Rgcy Sdn	9460	9555	9272
85 OLDS DELTA 88			
Rgcy Sdn	7744	7822	7588
86 PLYMOUTH HORIZON			
Htchbk 4 Dr	3664	3699	3590
85 PLYMOUTH HORIZON			
Htchbk 4 Dr	2872	2902	2816
86 PLYMOUTH RELIANT			
Sdn	4557	4601	4466
85 PLYMOUTH RELIANT			
Sdn	3474	3506	3404
86 PLYMOUTH CARAVELLE			
SE Sdn	5750	5807	5635
86 PLYMOUTH GRAN FURY			
Salon Sdn	5286	5338	5180
85 PLYMOUTH GRAN FURY			
Salon Sdn	4225	4266	4138
86 PONTIAC T-1000			
Sdn	3245	3279	3180
85 PONTIAC T-1000			
Sdn	2626	2652	2572
86 PONTIAC SUNBIRD			
Sdn	4950	4999	4850
85 PONTIAC SUNBIRD			
Sdn	3902	3944	3826
86 PONTIAC 6000			
Sdn	6214	6277	6091
85 PONTIAC 6000			
Sdn	4830	4878	4732
86 PONTIAC GRAND AM			
Sdn	6681	6747	6545
86 PONTIAC FIREBIRD			
Cpe	6906	6975	6768
85 PONTIAC FIREBIRD			
Cpe	5782	5842	5667
86 PONTIAC BONNEVILLE			
Sdn	6592	6658	6461
85 PONTIAC BONNEVILLE			
Sdn	5082	5133	4981
86 PONTIAC GRAND PRIX			
Cpe	6944	7016	6807
85 PONTIAC GRAND PRIX			
Cpe	5777	5837	5662
86 PONTIAC PARISIENNE			
Sdn	7914	7994	7758
85 PONTIAC PARISIENNE			
Sdn	6262	6324	6136
86 NISSAN SENTRA			
Std Sdn 2 Dr	4164	4206	4081
86 NISSAN STANZA			
GL Ntch 4 Dr	6798	6866	6662
86 NISSAN MAXIMA			
SE Sdn	10,002	10,102	9802
85 NISSAN SENTRA			
Std Sdn 2 Dr	3334	3368	3268
85 NISSAN STANZA			
XE Htchbk 4 Dr	4941	4990	4842
85 NISSAN MAXIMA			
SE Sdn	8250	8332	8084
86 TOYOTA COROLLA			
Sdn 4 Dr Dlx	5934	5994	5815
86 TOYOTA CAMRY			
Sdn 4 Dr Dlx	7983	8062	7823
86 TOYOTA CRESSIDA			
Lux Sdn	11,531	11,645	11,300
85 TOYOTA COROLLA			
Sdn 4 Dr Dlx	4999	5049	4899
85 TOYOTA CAMRY			
Dlx Sdn 4 Dr	6523	6589	6393
85 TOYOTA CRESSIDA			
Sdn	9124	9215	8942
86 VOLKSWAGEN JETTA			
Sdn 4 Dr	6912	6981	6774
85 VOLKSWAGEN JETTA			
Sdn 4 Dr	5745	5803	5631

NEW PRODUCTS

and t[illegible]n lights are also standard fea[illegible]. For longer door life, heavy-[illegible]y, rear-door hardware has been installed. *Union City Body Co., Inc.*

Circle 209 on Inquiry Card

THE HP-8809 STILETTO Remote Control Alarm System includes a three-channel transmitter permitting the owner to remotely control the arming and disarming of alarms on up to two vehicles. The system features a trouble warning circuit with auto-zone bypass which notifies the operator of any malfunction when arming, and automatically compensates for it if the operator does not know. The exclusive key-sensing circuit prevents the vehicle doors from accidentally locking when the keys are left in the ignition. *Crimestopper Security Products, Inc.*

Circle 210 on Inquiry Card

GAS PRICES

UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Juneau, AK	149.9	134.9
Pine Bluff, AR	117.9	80.6
Sacramento, CA	137.9	96.2
Denver, CO	128.2	102.8
Washington, D.C.	137.4	99.8
Honolulu, HI	172.5	123.2
Spencer, IA	97.0	79.0
Emporia, KS	106.6	77.9
Minneapolis, MN	134.8	95.5
Springfield, MO	108.4	74.2
Albuquerque, NM	119.9	96.9
Portland, OR	103.9	N/A
Philadelphia, PA	110.7	87.7
Waco, TX	128.9	95.9
Milwaukee, WI	118.8	87.5

Survey conducted during the first five working days of March 1988.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

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Circle 193 on Inquiry Card

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Influencing the management of 4,720,000 cars and 2,000,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

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ABP business publication audit, inc. BPA

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Fleet Figures by Type and Size as of 1/1/88

CARS

Type of Fleet	Leased or Managed	Company-Owned	Employee-Owned	Total
Businesses with 25 or More Cars	2,093,000	252,000	410,000	**2,755,000**
Businesses with 10 to 24 Cars	334,000	143,000	332,000	**809,000**
Other				
Government (Federal, state, county, and local.)	92,000	446,000	—	**538,000**
Utilities	41,000	509,000	—	**550,000**
Police	5,000	235,000	—	**240,000**
Taxi	15,000	129,000	—	**144,000**
Daily Rental	75,000	725,000	—	**800,000**
Fleet Total	**2,655,000**	**2,439,000**	**742,000**	**5,836,000**
Individually-Leased (Lessors, either independent or dealers, leasing 1 to 9 cars as retail or consumer leases.)	2,098,000	—	—	2,098,000
INDUSTRY TOTAL	**4,753,000**	**2,439,000**	**742,000**	**7,934,000**

TRUCKS — CLASS I, II, AND III

Type of Fleet	Leased or Managed	Owned	Total
Businesses with 25 or More Light Trucks (Includes leasing, construction, plumbing, heating, food distribution, pest control, cable TV, etc.)	643,000	261,000	**904,000**
Businesses with 10 to 24 Light Trucks	169,000	85,000	**254,000**
Utilities	58,000	532,000	**590,000**
Government (Federal, state, county, and local.)	40,000	207,000	**247,000**
Other (Police, taxi, daily rental, etc.)	5,000	45,000	**50,000**
TOTAL	**915,000**	**1,130,000**	**2,045,000**

Car Fleet Registrations[1] By Month And Year

Totals include all fleets of 10 or more units.

	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987
JAN	117,455	136,778	117,135	110,666	93,700	100,500	141,669	158,782	181,524	188,000
FEB	117,726	118,112	97,789	100,205	78,300	91,200	142,006	142,643	162,615	159,100
MAR	124,982	127,114	118,773	108,836	84,500	105,800	136,526	162,472	164,697	165,300
APR	125,334	127,626	113,690	102,059	96,900	93,800	142,199	146,644	156,141	154,100
MAY	128,161	129,908	105,421	113,894	104,800	100,800	139,114	145,063	155,968	158,700
JUN	143,766	126,107	104,894	124,838	117,700	137,200	156,445	163,165	194,567	191,400
JUL	126,709	112,889	83,827	94,546	95,700	101,400	131,377	129,988	151,395	149,800
AUG	98,608	82,593	65,761	70,411	66,800	84,300	100,845	206,597	108,112	107,800
SEP	72,024	37,708	58,540	80,102	65,900	88,600	123,995	132,383	90,078	92,900
OCT	117,804	96,414	82,576	82,802	81,400	111,100	133,247	156,727	122,717	135,400
NOV	148,787	104,463	128,626	111,798	110,900	136,700	153,865	169,024	165,194	155,900
DEC	183,453	160,894	160,800	117,100	138,600	150,000	136,481	196,497	226,100	186,000[2]
Total	1,504,809	1,360,606	1,237,832	1,217,257	1,135,200	1,301,400	1,637,769	1,909,985	1,879,108	1,844,400

[1]Includes all government registrations
[2]December estimated

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New Fleet Vehicles Registered

CARS	On all accounts buying 10 or more new units each year.								In Thousands	
	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987[2]
Renting/Leasing	1,117	1,030	887	895	841	1,014	1,251	1,590	1,594	1,615
Commercial	216	211	207	215	185	194	217	206	176	160
Government[1]	99	89	83	73	71	66	79	79	81	75
TOTAL	**1,432**	**1,330**	**1,177**	**1,183**	**1,097**	**1,274**	**1,547**	**1,875**	**1,851**	**1,850**

TRUCKS	On all accounts buying 10 or more new units each year								In Thousands	
Renting/Leasing	242	226	181	150	150	160	281	435	411	400
Commercial	231	246	199	182	147	144	207	225	203	212
Government[1]	80	86	88	70	67	66	78	95	103	93
TOTAL	**553**	**558**	**468**	**402**	**364**	**370**	**566**	**755**	**717**	**705**

COMBINED-CAR and TRUCKS	On all accounts buying 10 or more new units each year								In Thousands	
Renting/Leasing	1,359	1,256	1,068	1,045	991	1,174	1,532	2,025	2,005	2,015
Commercial	447	457	406	397	332	338	424	431	379	372
Government[1]	179	175	171	143	138	132	157	174	184	168
TOTAL	**1,985**	**1,888**	**1,645**	**1,585**	**1,461**	**1,644**	**2,113**	**2,630**	**2,568**	**2,555**

[1]Excludes Federal Government
[2]Month of December registrations are estimated.

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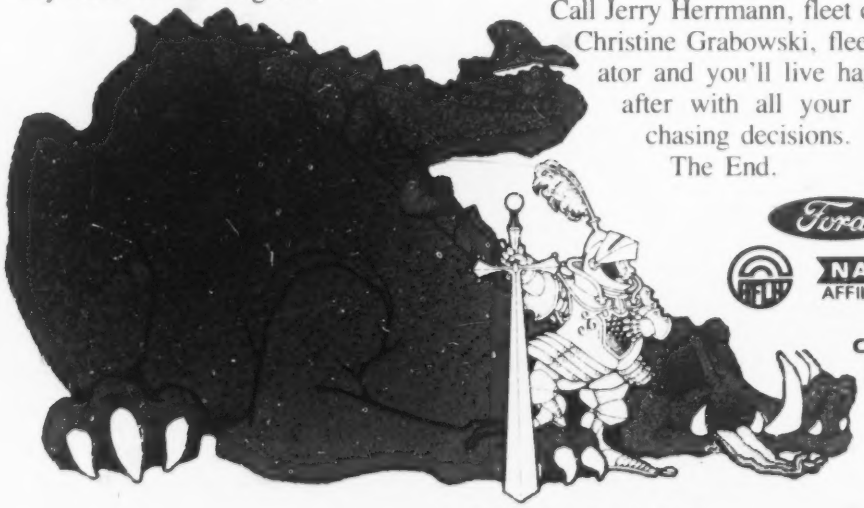

Jerry Herrmann
Fleet Director

Ford
NAFA AFFILIATE

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